

PEG CHANNEL APPLICATION PROCESS MONTGOMERY COUNTY, MARYLAND

In accordance with Executive Regulation 53-89 establishes the rules and procedures for requesting use of Public, Educational, or Government (PEG) Access cable television channels, the County Executive will receive applications from all parties interested in seeking an allocation of an unassigned PEG channel.

Four high-definition PEG channels become available on the Comcast system October 4, 2016.

Submission Deadline:

Applications will be accepted through **Friday, October 29, 2021, at 5:00 p.m.** Applications must be sent electronically to:

Donna T. Keating, Media Services Manager
donna.keating@montgomerycountymd.gov

Application Contents:

I. Request by Current PEG Agency or Organization for Use of PEG Channel(s)

Applications for use of a PEG channel by a PEG operator currently operating a channel on a Montgomery County cable system must contain the following information:

1. The number of HD PEG channels requested (One is available).
2. The intended use of each PEG channel requested.
3. How the use of the PEG channel for the proposed purpose(s) serves the public interest.
4. The period of time per day for each channel requested.
5. If a full-time channel is being requested, state why a partial day is not adequate to meet community needs.
6. If the applicant already operates one channel, state why an additional channel is necessary and why programming cannot be accommodated on one channel.
7. For a channel currently provided on the cable systems, the number of hours of programming from January 1, 2020 – December 31, 2020, categorized by the number of hours of locally-produced, acquired programming, text, block programming and the number of first-run programs versus repeats.

II. Request by New PEG Agency or Organization for Use of PEG Channel(s)

Applications for use of a PEG channel, by a PEG operator not currently operating a channel on a Montgomery County cable system, must contain the following information:

1. The number of PEG channel(s) requested and the type (SD and/or HD).
2. The intended use of each PEG channel requested.

3. How the use of the PEG channel(s) for the proposed purpose(s) serves the public interest.
4. The period per day for each channel requested.
5. If a full-time channel is being requested, state why a partial day is not adequate to meet community needs.
6. Documentation which supports your application along the lines of at least these five criteria:
 - a. Professional/Administrative Qualifications
 - Organizational chart showing all salaried/contract positions (description of each, WY's, etc.)
 - Training and experience of employees (Resumes)
 - Administrative qualifications of Board Members
 - Bylaws
 - Board of Directors - board composition, representation of community groups
 - Scope of Services - detailed program and evaluation plan
 - b. Technical Qualifications
 - Location of proposed broadcast facilities
 - Complete listing of current equipment & proposed equipment (owned/leased)
 - Evidence of contracts/agreements with service (or program) providers
 - Programming description (what is available, percent of local original first run, public interest programming, sources for acquired programming)
 - Policies of corporation concerning program content, complaint/appeals, program ownership, public access
 - Specific technical needs to fulfill mission (training facilities, class structure, qualifications of instructors, policies, satellite receive capability, etc.)
 - Playback capabilities
 - c. Financial Qualifications
 - Insurability and insurance policies
 - Audited financial statements of Corporation, tax identification number
 - Proposed annual costs and annual budget for programming, operations and management of the channel
 - Funding sources and anticipated revenues derived from these sources
 - d. Character Qualifications
 - References and background information
 - e. Best Serves Public Interest
 - Description of programming
 - Description of training
 - Community needs and input

Allocation Criteria:

The PEG channel will be allocated in accordance with the criteria in Executive Regulation 53-89. This includes but is not limited to the following considerations:

1. Any identified plans for future use of any unused PEG channels.
2. The County's determination whether such use is in the public interest.
3. Consistency with any County-Municipal Agreements.

4. Any other relevant information raised during the application review process.

For More Information:

Contact Donna T. Keating, Media Services Manager, 240-777-2925.

Donna.keating@montgomerycountymd.gov